

## KNOWLEDGE LEVEL OF RESPONDENTS AND SCIENTIFIC IMPORTANCE REGARDING SELECTED FAIRS AND FESTIVALS OF BIKANER DISTRICT

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### ABSTRACT

*The present paper aims to find out the knowledge and scientific importance of the selected Fairs and Festivals of Bikaner District Rajasthan and to assess the existing knowledge and find out the scientific importance of selected fairs and festivals of Bikaner. The purposive random sampling procedure was used for the data collection. Interview schedule used for the knowledge about fairs and festivals and the tool was developed for their existing knowledge and easily understandable. Results depict that both bits of knowledge about fairs and knowledge about festivals were found in the category of a high level. Knowledge of fairs and festivals was measured according to the timing, date, tithes, history, locations, organizers, popularity in the world, nation, state, and the architecture of the related temples regarding fairs and festivals. Overall knowledge of the respondents about fairs and festivals was found high. All these were measured by the knowledge test which includes frequency, percentage, range, coefficient of variation, mean score, etc. After analyzing the results concluded that the upcoming generation had almost cut from their roots due to western culture effect and their thinking and working procedure have on another level. They don't interest in fairs and festivals. This generation knows about fairs and festivals but they don't know about scientific importance behind them so this study was helping them. Some fairs and festivals' scientific importance searched by the researcher i.e. Karni Mata Fair, Kolayat Fair, Shivbari Fair, Punrasar Fair, Nagnechi Fair, Camel Festival, Gangor Festival, Holi festival Suraj Rota Festival, Akshaya Tritiya Festival, etc.*

**KEYWORDS:** Fairs, Festivals, Existing Knowledge & Scientific Importance

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### INTRODUCTION

Fairs and festivals are an important part of the social activities of man. They are arranged in different ways around the world. Some festivals are specific to certain regions and some are celebrated by different groups, communities in certain villages, cities, or even states or countries. Fairs and festivals are an important part of Indian cultural life. The city of Bikaner is considered a traditional and cultural city. Multicolored customs and alluring and fine art, studded works to transport you to a blissful state as you tour festivals in Bikaner. A splendid mosaic of ancient traditions, festivals in Bikaner brings to the fore fascinating past and heartwarming legends associated with religious occasions.

In a land of cultural and geographical diversities, one gets to enjoy and experience a wide variety of cultures, fairs, and festivals and Bikaner is the epitome of such experiences. A city where after every few kilometers people are embraced by a new cultural identity one gets to enjoy diverse backgrounds, beliefs, and heritage. These

fairs and festivals are part of the intrinsic cultural fabric of our society as well as a continuation of our heritage. It is in this spirit that we bring to you some of the vibrant, fascinating, and most beautiful fairs and festivals of Bikaner that are organized and enthusiastically celebrated across the country.

The present investigation is an effort to know and understand the clear picture of knowledge and scientific importance of the 'Fairs and festivals of Bikaner's information and help in passing it to the youth of the city and also to them who are interested in the city of Bikaner's fairs and festivals celebration and their heritage and culture.

## METHODOLOGY

The study aims to find out the "Development and Standardization of ICT Tools Regarding Fairs and Festivals of Bikaner District (Rajasthan)". The present study was planned to be conducted for assessing the existing knowledge of respondents, out of seven *panchayat samities*, two *panchayat samities* i.e. Bikaner and *Kolayat* were selected for the investigation. These two *panchayat samities* were purposively selected on the basis of several fairs and festivals such as *Karni Mata* fair, *Kolayat* fair, and Camel festival and temples such as *Sri Laxminath Ji Mandir* and the Jain Temple (*Bhanda Shah Jain temple*) of Bikaner district are world-famous. A total of 400 samples were selected for the study from both *panchayat samities* whereas 200 samples (75 male + 75 female + 50 professionals) having various educational and socio economic background was selected randomly from each selected *panchayat samiti*. This section was included an assessment of knowledge and scientific importance about fairs and festivals. Questions related to the practices viz. knowledge about fairs, knowledge about festivals regarding selected popular fairs and festivals. To check the knowledge of the respondents a knowledge test was administered to the respondents individually and their responses were recorded. The knowledge test consisted of objective tests mainly the multiple-choice items. Each correct answer in the test was assigned a score of four and an incorrect answer score of one. The total score of the knowledge test was 387. To collect all the data knowledge score was categorized into subcategories by the researcher. After analysis, the subcategories of fairs and festivals scores on the basis of the mean, average, coefficient of range, standard deviation, and coefficient of variation knowledge test were measured. The maximum Knowledge score of the different components was in order like *Karni Mata* fair 37, *Kolayat* Fair 41, *Kodemdesar* Fair 32, *Punrasar* Fair 32, *Nagnechi* Fair 28, *Shivbari* Fair 20, *Mahaveer Ji* Fair 32, Camel Festival 28, *Gangor* Festival 36, *Suraj Rota* Festival 29, *Akshaya Tritiya* Festival 40 and *Holi* Festival 32.

The score obtained by the respondents in each component of the knowledge test were converted into mean percent scores for the purpose of analysis and comparison. On the basis of these scores, the rank was given to each component according to the existing knowledge level of the respondents. After the analysis of the knowledge test as per the tool, the data were divided into three categories i.e. high, medium and low by the researcher. The overall knowledge test has been also measured by the researcher.

After analyzing the data results concluded that the upcoming generation had almost cut from their roots due to western culture effect and their thinking and working procedure have on another level. They don't interest in fairs and festivals. This generation knows about fairs and festivals but they don't know about scientific importance behind them so this study was helping them.

## RESULT AND DISCUSSIONS

### Knowledge about Fairs

This section includes knowledge about fairs: -*Karni Mata* Fair, *Kolayat* Fair, *Kodemdesar* Fair, *Punrasar* Fair, *Nagnechi*

fair, *Shivbari* fair, and *Mahaveer Ji* Fair. The knowledge test was checked by some multiple-choice questions regarding particular fairs and the minimum score was 0 and the maximum score was 4 and 5 given for the test.

**Table 1 Assortment of Respondents According to their Score Range of Knowledge and Standard Deviation about Different fairs (n= 400)**

S. No.	Assortment of Respondents	Average Knowledge score (%)	Coefficient of Range	Standard Deviation	Coefficient Of Variation (%)
1	<i>Karni Mata</i> fair	33.74	0.21	3.60	12.8
2	<i>Kolayat</i> fair	38.64	0.15	2.98	7.71
3	<i>Kodemdesar</i> fair	30.94	0.14	1.86	10.17
4	<i>Punrasar</i> fair	29.01	0.16	2.95	6.01
5	<i>Nagnechi</i> fair	25.01	0.27	3.2	12.8
6	<i>Shivbari</i> fair	18.21	0.25	2.01	11.03
7	<i>Mahaveer Ji</i> fair	24.90	0.21	3.60	14.45

The data presented in Table 1 that are as follows:-

The maximum average knowledge score about different fairs was *Kolayat* fair (38.64%) followed by *Karni Mata* fair (33.74%), *Kodemdesar* fair (30.94%), *Punrasar* fair (29.01%), *Nagnechi* fair (25.01%), *Mahaveer Ji* fair (24.90%) and the minimum average score was *Shivbari* fair (18.21%) respectively.

The highest coefficient of range of different fairs was *Nagnechi* fair (0.27) along with *Shivbari* fair (0.25), *Karni Mata* fair and *Mahaveer Ji* fair (0.21), *Punrasar* fair (0.16), *Kolayat* fair (0.15) and the lowest coefficient range was *Kodemdesar* fair (0.14) respectively.

The highest standard deviation of *Karni Mata* fair and *Mahaveer Ji* fair (3.60) and after that *Nagnechi* fair (3.2), *Kolayat* fair (2.98), *Punrasar* fair (2.95), *Shivbari* fair, (2.01) and the lowest standard deviation of *Kodemdesar* fair (1.86).

The highest coefficient of variation is *Mahaveer Ji* fair (14.45). Further, variations of the coefficient are *Nagnechi* fair (12.8), *Shivbari* fair (11.3), *Karni Mata* fair (10.67), *Punrasar* fair (10.17), *Kolayat* fair (7.71) and the lowest was *Kodemdesar* fair (6.01) respectively.

As per the table, we had observed that the higher the data of the coefficient of variation, the greater the disorientation of the respondents towards fairs. They were not able to make a stable decision about any fair, whereas the smaller the data of the coefficient of variation, the more successful that fair was and the more people get to see it in attendance. According to the table results, *Punrasar* Fair has the least variation whereas *Mahavir Ji* Fair has seen the maximum variation, that is, the *Punarsar* fair of Bikaner was the most famous and attractive fair because the temple of *Punarsar Bala Ji* is famous not only in Bikaner but all over Rajasthan for its beliefs and services. All the three fairs held throughout the year have their own importance. *Khejdi's Hanuman* Temple is famous for the fulfillment of wishes and for *swamani* and *mundan* of newly married couple and children born. In the fair held in the month of *Bhadrapada*, along with food and drink by the local people of Bikaner, doctors, medicines and facilities are also provided to the passers-by and other devotees going to the fair. Another reason for this is the restaurant run by the temple trust, as the famous *Rajasthani* dish *Dal Bati Churma* is offered as Prasad to *Hanuman ji* at all times throughout the year.

Another reason one concludes from above Table 1 is that according to respondents *Nagnechi* Fair and *Shivbari* Fair were more famous fairs among the fairs because the time duration of both *Navratri* (April and October) was 9 days and the entire month of *Shravan* in July was revered. In one and *Navratri* for 9 days, devotees go to worship Goddess

*Naganechi Rai* every day, on the other hand, a big fair was held in *Shravan* especially on Monday with the consecration of Lord *Shiva*. Since both the temples are located in the middle of the city, most of the devotees come here with their families during the fair and festival days. The rest of the fairs were held at some distance from the city, in which people travel on foot. In comparison to *Naganechi* fair and *Shivbari* fair, less presence of people has been recorded in other fairs.

### Knowledge about Festivals

This section includes knowledge about festivals: -Camel festival, *Gangor* festival, *Suraj Rota* festival, *Akshya Tritya* festival *Holi* festival. The knowledge test was checked by some multiple-choice questions regarding particular festivals and the minimum score was 0 and the maximum score was 4 and 5 given for the test.

**Table 2 Assortment According to their Score Range of Knowledge and Standard Deviation about Different Festivals (n=400)**

S. No.	Assortment of Respondents	Average Knowledge Score	Coefficient of Range	Standard Deviation	Coefficient Of Variation (%)
1	<i>Holi</i> festival	30.06	0.10	2.13	2.50
2	Camel festival	27.56	0.05	0.69	11.92
3	<i>Suraj Rota</i> festival	25.70	0.51	4.4	17.12
4	<i>Gangor</i> festival	33.04	0.22	3.94	9.24
5	<i>Akshya Tritya</i> festival	36.87	0.40	3.41	7.08

The data presented in Table 2 are as follows:-

The highest average knowledge score obtained by the respondents for the different festivals was *Akshya Tritya* festival (36.87) along with *Gangor* festival (33.04), *Holi* festival (30.06), Camel festival (27.56) and the lowest average score was *Suraj Rota* festival (25.70).

The highest range of coefficient was *Suraj Rota* festival (0.51) followed by *Akshya Tritya* festival (0.40) *Gangor* festival (0.22), *Holi* festival (0.10), and the lowest coefficient range was Camel festival (0.05) from the different festivals.

The maximum standard deviation of different festivals was *Suraj Rota* festival (4.4) *Gangor* festival (3.94), *Akshya Tritya* festival (3.41) *Holi* festival (2.13), and the minimum standard deviation was Camel festival (0.69).

The highest coefficient of variation was *Suraj Rota* festival (17.12), Camel festival (11.92), *Akshya Tritya* festival (7.08), *Gangor* festival (9.24), and the lowest variation of coefficient was *Holi* festival (2.50),

As per above table 2, it was seen that the higher the data of coefficient of variation, the more will be the disorientation of the respondents towards festivals. As per the table results, the *Holi* festival had the least variation while the *Suraj Rota* festival saw the most variation. That is, the festival of *Holi* was the most famous and attractive festival in Bikaner because eight days before *Holi*, festivals like *Ramat*, *Phaganiya* football, *Dolchi* game of *Harsha* and *Vyas* community, *Chang Dhamaal* and *Thumb Pujan* are most enjoyed by the local people. Through this, people address each other with good and bad, rational, all kinds of sarcasm and later climb up and become the center of attraction by wearing different costumes in *Ramat* and *Faganiya* football. The performance of the nationally famous *Ramat* started 200 years ago in Bikaner from *Falgun Shukla Ashtami* to *Chaturdashi*, which is visited by people from far and wide.

Table 2 also showed that *Akshaya Tritiya* and *Gangor* were more famous festivals than other festivals as the *Akshaya Tritiya* festival was exclusively male-oriented whereas *Gangor* festival was exclusively female-oriented and both these festivals were celebrated with proper rituals, customs, and norms at home.

It may be concluded that the level of knowledge of the respondents was high regarding fairs and festivals. They know about fairs and festivals but don't know about their scientific relevance and history behind the temples. They have connected with their roots but they forget their own culture, tradition, values. They perform their rituals and daily routine as well as their elders have done before their time but they do not know the actual meaning and scientific importance behind them.

#### Overall Knowledge about Different Fairs

**Table 3 Assortment According to the overall Knowledge of the Respondents about Different Fairs  
(n=400)**

S. No.	Fairs	Score	Frequency	Percentage
1	Low	Below 171	4	1.0
2	Medium	172-197	167	41.8
3	High	Above 197	229	57.3

Table 3 revealed that the Majority of the respondents have "High" knowledge about fairs and their related temples followed by "Medium" and "Low" respectively because Bikaner is a heritage and spiritual city. Everyone knew about their culture and the meaning of the festival. Through these fairs, people offer special worship and worship to their favorite deity on the day of the special fair. These fairs are a means of earning, through these fairs people of all castes used to make their work transparent, such as *Suthar* - wooden furniture, *Lohar* - reiron related goods etc., *Potter* - clay related items etc. Through these fairs, people of different states get an opportunity to see and buy each other's goods as well as see their work, which they used to exchange each other's made, but in today's era, the meaning of the fair has remained limited to just food, entertainment and shopping.

#### Overall Knowledge about Different Festivals

**Table 4: Assortment According to the Overall knowledge of the Respondents about Different Festivals  
(n=400)**

S. No.	Festivals	Score	Frequency	Percentage
1	Low	Below 114	3	0.8
2	Medium	115-140	77	19.3
3	High	Above 140	320	80

Table 4 revealed that the Majority of the respondents have "High" knowledge about festivals followed by "Medium" and "Low" respectively.

It is concluded from both overall knowledge about different fairs and festivals that respondents' knowledge was highly related to fair and festivals history, the reason behind the celebration. But they don't know about the scientific importance behind the celebration. According to respondents fairs and festivals mean the celebration of an event with joy and enthusiasm, food stall, shopping, decorations, etc. They celebrate their fairs and festivals but deep down they slowly cut from their roots. They know the celebration of those particular events while they don't know about the scientific importance behind for celebration which is the main important thing.

#### Scientific Importance of Fairs and Festivals

- **Karni Mata fair:** The first and biggest fair is held in March-April during *Navratras* from *Chaitra Shukla Ekam* to

*Chaitra Shukla Dashami*. The second fair is held in September-October, during *Navratras* from *Ashwin Shukla* to *Ashwin Shukla Dashami*. The temple is famous for the approximately 25,000 black rats that live in the temple, and are revered. These sacred rats are believed to be the ancestors of the “*Charan*” cast. Here rats are called *Kaaba*, seeing white *Kaaba* in them is considered very auspicious. Many worshipers and scientists also believe and estranged that the saliva of rats has healing properties and will share food and milk with rats. A major note to the temple is that it was around before the bubonic plague.

- **Kapil Muni fair:** Saint *Kapil Muni*, the founder of *Sankhya* philosophy, while living in the *Kolayat* area of Bikaner, created *Kapil Muni Sarovar* for his mother *Devahuti* to attain salvation. On the full moon day of *Kartik* month, monks, saints and devotees from all over the country, after lighting ghee lamps in *Kapil Muni Sarovar* wash their sins by taking a dip in the lake in the evening. On this day the water of the lake is in motion, with which the arrival of the winter season in Bikaner district is considered.
- **Punasar fair:** Every year three famous fairs are held in *Punasar*. They occur in the months of *Chaitra Sudhi Purnima*, *Asoja Sudhi Purnima* and *Bhadrapada*. On the night of *Sharad Purnima*, *Kheer* is kept overnight in a silver vessel under silver and then this *Kheer* is consumed in the morning. According to scientific research, the product made of milk should be consumed in a silver container on this day. Silver has high immunity. The chances of getting malaria are minimized through this. This keeps the virus away. Everyone should bathe in *Sharad purnima* for at least 30 minutes. The atmosphere created on this day is considered especially beneficial for asthmatics. It is also believed that on this day the moon is closer to the earth and it showers elixir of life upon people. The rays have certain healing properties that nourish the body and soul. Hence the night is considered effective for those suffering from chronic diseases like Asthma. There is also a tradition of drinking cold milk during this fast as during 'Sharad ritu' days are hot and nights are cold. During such weather acidity becomes predominant and consumption of milk is a good remedy to get rid of acidity.
- **Shiv Bari fair:** In the month of *Shravan* (July-August) and *Mahashivratri* (February), *Shivbari* fair attracts thousands of devotees from all over the country to visit this temple. The importance of science in the context of *Mahashivratri* is that this festival is celebrated according to the planetary system i.e. due to the *rotation of the earth around the sun*, the centripetal uplift of the earth which is 11 (degrees) N latitude i.e. Northern Hemisphere maximum. Also, the gravitational pull of the Moon is maximum on new moon and full moon days. That is, as a result of this the fluid of the whole body increases in an upward direction, towards the brain. When the brain receives a good amount of oxygenated blood, it functions better.
- **Camel Festival:** The camels of the Bikaner region are famous for their strength, stamina and beauty. The desert is known for its extreme climatic conditions, during the summer, the scorching heat is unbearable while the cold winters make it difficult to survive at times. Having passed through such climatic conditions and being loyal to the land of Bikaner, camels are an integral part of Bikaner and thus, a festival has been dedicated to honor them. At this festival, "ships of the desert" are seen on a large scale. Camels played an essential role in the daily lives of the people of the region. They were a source of food and drink, transportation and a trading pillar.
- **Gangaur Festival:** *Gangaur* Festival in Bikaner is celebrated every year from *Chaitra Krishna Pratipada* to *Chaitra Shukla Tritiya* (March-April) on the second day of *Holi*. *Gangaur* fair is held on *Chaitra Shukla Teej* in

which all competitions related to *Gangaur* like clothes and jewellery, makeup, race etc. the scientific reason on *GanGour* fast are the food which is taken during the fast i.e. *Bajra* (Millets) and *Fogla* are mainly eaten during the fast of *Gangaur* festival, which is very beneficial in terms of nutritional value. Millets are high in beneficial plant chemicals such as antioxidants, polyphenols and phytochemical, all of which are known to contribute to optimal human health in many ways. *Fogla* comes to the market in the month of March. It is used as a medicine to control body heat. It is included in the food list during summers. It helps in keeping the body cool.

- **Suraj Rota Festival:** On the first Sunday of *Holi*, women fast for *Suraj Rote* to wish for happiness and prosperity of family and longevity of brothers. In this fast, women worship Lord Sun along with the worship of *Khejdi* tree. *Khejdi* is a nitrogen-fixing tree which increases the fertility of the soil. It supports agricultural crops when sown under and around them. In particular, the bark extract of this tree is used in the symptomatic treatment of scorpion and snake bites. Treatments range from alleviating skin diseases to preventing miscarriage and easy delivery. The gum of the tree obtained during May and June is nutritious and good in taste. The pods are used in a variety of plants. The pods of this tree are used up to the roots as food, medicine and the tree is considered a sacred tree.
- **Akshaya Tritiya festival:** *Akshaya Tritiya* falls on the third date (lunar day) of *Shukla Paksha* of *Vaishakh* month. Astrologically, on this day the Sun and the Moon are in their brightest phase (high position), i.e. they emit maximum light making it the 'brightest day'. Also, the planet Venus is also at its high level this month. This auspicious event happens once a year for only a few hours and is considered highly beneficial. The foundation day of Bikaner is also celebrated with great pomp on the day of *Akshaya Tritiya*. On this day, the people of Bikaner celebrate the foundation day by flying kites. *Akshaya Tritiya* is the day of the year when all the 6 groups of energy in the world meet and their amplitude is almost zero. It is a cosmic reset of kinetic energies and is commonly known as *punarpravartanam* (*Sanskrit - re-pravartanam*). During this reset, there is a natural opening for living organisms to anticipate a very positive wave.
- **Holi festival:** It is celebrated in the month of March according to the Hindu calendar. On the eve of *Holi*, people gather and light the huge *Holika* pyre and celebrate with song and dance on every street corner till late in the night. This pyre is also considered a place of worship as it is believed to mark the end of negativity and bring about our vibrant colorful days, beginning with the festival of colors the next morning. But there is a great scientific significance behind this festival. *Holi* is celebrated at such a time of the year when the winter season is ending and the summer season is about to begin. The temperature around is moderate. It gives rise to many harmful bacteria in the environment and also in the body. The ritual of lighting a bonfire and going around it helps kill these bacteria. This is the time when people feel lethargic. It is natural for the body to experience some lethargy due to the change in weather from cold to warm environment. Apart from this, colors also have their effect on the body. Biologists believe that rubbing dyes on the body is one way of healing the body through color therapy. It is said that the color penetrates the pores and strengthens the ions in the body. This gives a beautiful glow to the skin.
- **Guru Poornima:** Scientifically it is proved that the human body is affected on Full Moon day. Research conducted by *Vidyasagar* University in India has proved it affects blood pressure and heart rate. Radboud University, Nijmegen found that on Purnima the flow of fluids in the brain and also in individual brain cells increases which in turn may alter people's mood and behavior. Another Research found that the effect of

Gravitational pull also affects large and small intestines. Similarly, their effects are also on *Kundalini Shakti* and Chakras. In a subtler way, they affect energies of the body and by kindling the *Kundalini* energy and to raise it from *Mooladhara chakra* to higher chakras.

- **Pitra Paksha:** There is a very important scientific reason behind the Hindus celebrating *Shradh (Pitra Paksha)* – *Kheer* and *Puri* are offered to the crows in the *Shradh Paksha* so that the ancestors get it but the scientific reason behind this belief is that on any day throughout the year, there is a banyan and *pipal* plants cannot be planted and even if planted, their seed does not grow. Try to plant as many Banyan and pipal pens as you want, but it will not work because nature has made different arrangements for planting these two useful trees. The crows eat the fruits of both these trees and the seeds are processed in their stomach itself and then the seeds are able to grow. After this, wherever the crow's beet, there both these trees grow there. *Pipal* is the only tree in the world that releases round-the-clock oxygen and the medicinal properties of banyan are unparalleled, that why it is not possible to grow these two trees without the help of crows. Female crows lay eggs in the month of *Bhadra (Bhadrapada)* and a newborn baby is born, due to which this new generation of multifunctional birds needs to get nutritious and rich food. That is why our scientist *Rishi Muni* arranged nutritious food for the newborn children of crows in the form of *Shradh* on every terrace so that the newborn children of crows can be nurtured comfortably. That is why this festival of ours is also a very scientific, nature-friendly, and valuable event to remember the virtuous deeds of our great ancestors.
- **Sheetla Saptami:** In 1968, an American report cited a research paper that a research institute in Germany found a smallpox vaccine after extracting the food from *Sheetala Saptami*. All the scientists were astonished by the excellent utility of Indian food. Later in 2002, when working on a single dish for *Sheetala Saptami*, four things came to the fore – rice, jaggery, curd, and overnight soaked gram lentils. These items are mainly made in the food of *Sheetala Saptami - Puri*, vegetables, lentils, rice, dumpling, *bhajiya*, rice cooked in jaggery or gram *rasa*, curd, and soaked gram lentils, which are eaten raw if not cooked. If after *Holi*, on the *Saptami* date, one bowl of jaggery, cooked rice, one bowl of curd, and one bowl of a soaked gram (about 250 grams including all three) is eaten by mixing these three and any hot drink in your stomach for 24 hours. Or if the food is not known, then such special batteries are produced which work as antibodies and throughout the year you are protected from all kinds of harmful viruses and any kind of extreme disease, the liver-kidney infection does not happen.

## CONCLUSIONS

The present study was conducted on 'Development and Standardization of Selected ICT Tools regarding Fairs and Festivals of Bikaner District (Rajasthan)'. The study revealed that Knowledge about temples and regarding their god and deities was found in the category of high level as well as overall knowledge was also found high but respondents were not aware of their scientific importance for the celebrations so this study was conducted by the researcher. There was a great need for creating awareness, providing knowledge and information regarding scientific importance for the upcoming youth because nowadays there is a joint family system, so in nuclear families, everyone is so busy in their work that there is no one to explain the children scientific importance for the celebration of fairs and festivals. Therefore, awareness and interest developed in youth for the fairs and festivals and their scientific importance through the ICT Tools.

## RECOMMENDATIONS

- This study may help the government to frame government policies and define their role, which would be beneficial to the Government to monitor infrastructure, avenues for the development of the economy of the district. Knowing strengths, weaknesses, threats, and opportunities in various destinations of Bikaner district, the government can plan their infrastructural development accordingly.
- Understanding tourist profile and tourist flow government can set the policies to generate employment, revenue generation, site maintenance, traffic management, and similar services.
- It would help tour operators, travel agencies, hoteliers to plan their business strategies. It would also help in the overall development of Bikaner district.

This information related to scientific facts should also be included in the books related to children so that more and more people can understand that there is some reason behind all the fairs and festivals made by our ancestors which we did not know. But now through this study, we have come to know. For example: In Christmas, Santa gives cakes to the children, on our festival Diwali, we can tell by giving money to the children that Lakshmi ji has been given for your gift, this will increase the tendency towards Indian festivals in children and they will start showing interest in it.

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